

# Michigan Cool Cities Initiative



# Cool Cities – What is it?

# Urban Revitalization







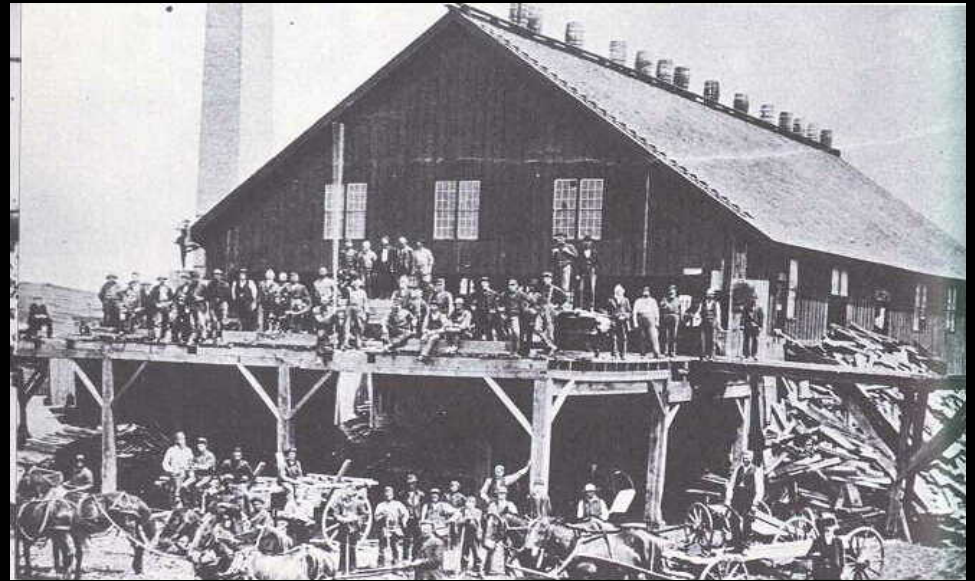
# Cool Cities

- Revitalize Michigan's cities by attracting the jobs and talents of the emerging economy
- "Michigan cities must attract urban pioneers and young knowledge-workers who are a driving force for economic development and growth"  
– *Governor Granholm*

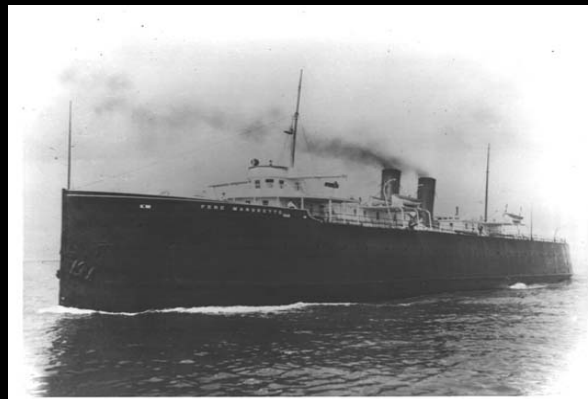
# Setting the Stage in Michigan



152 (23143) Employees Leaving the Ford Factory, Detroit, Mich.



**Economy based on shipping, logging, mining, and automotive manufacturing**



2312—Completed Product of a Great Automobile Factory Ready for Delivery, Detroit, Mich.



# Background

“No country has ever achieved significant economic growth in the modern era without urbanization.” - *United Nations*

- **Governor's Vision**
- **Census**
- **Land Use Leadership Council**
- **83% of world's population in cities**
- **Over 80% of Michiganders support cities**
- **Conferences**
- **Surveys**
- **[www.coolcities.com](http://www.coolcities.com)**
- **Government can not mandate cool**



# Government Can NOT Mandate Cool!



# **Cool Cities Attributes**

- **Walkability/Pedestrian Friendly**
- **Business Development**
- **Arts & Culture**
- **Historic Preservation**
- **Mixed Use Development**

# Michigan Cool Cities Initiative Survey

- 2004
- Inform “Cool Cities” strategy
- College students/alumni targeted
- 13,500 responses
- Demographics
  - Average age 23.3
  - 83% MI residents
  - 59.5% Male/40.5% Female



# What Our Research Says

- Quality of life significantly more important than some had thought, possibly more important than job opportunities
- Warm weather year round not a critical issue in choosing a place to live
- Professional sports, large malls, gambling places/casinos do not play a significant role in choosing a place to live

# What Our Research Says

- Prefer to live in or near a downtown (other types of areas also scored high so small cities and rural can compete) “Can Small Towns be Cool?” <http://www.msue.msu.edu/portal/>
- Being close to family plays an important role in decisions when choosing a place to live. Importance increases as people age and lifestyle changes.

# What Our Research Says

- Detroit ranked 3<sup>rd</sup> as best U.S. city to live/work – Detroit is not listed in other national lists – suggests when exposed to Detroit as a place to live, the perception of Detroit significantly improves



# Cool Cities Core Values

- Outdoor Factor
- 3<sup>rd</sup> Place Factor
- Safety/Security Factor
- Economics/Affordability Factor
- Entrepreneurial Factor

# Background

- Governor announces grant program





# Background

- Created “Department Champion” and “Neighborhood Champion” roles
- Created Cool Cities Resource Toolbox

Search for resource tools specific to an applicant type.



All types



Individual



Local Units of Government



Business



Nonprofit



Educational Institutions

Search for resource tools specific to the resource type:



All



Grants



Loans



Services



Tax Credits

Order by:



Tool No.



Tool Name.



Tool Resource Type.

Go

#### About the Toolbox

This Toolbox represents all active tools for 2005. The number of the tool is unique to the tool and has not changed from the 2004 Toolbox. Please note there will be some tools no longer active as the various grants, loans, services, and tax credits change from year to year. Where possible, there is a link to a web page that provides more detail information than the summary for the tool.

No. Tool Name

### 1 Commercial Economic Development Fund

Grants made by participating local community foundations to promote community economic development in neighborhoods served by MSHDA-financed housing developments.

Resource type	Expected Applicants	Expected Activity	Description
Grant	Nonprofit	Pre-development	Maximum grant for pre-development is \$25,000. Max. grant for development is \$50,000. Contact a participating community foundation for more information.
		Economic Development	Maximum grant for pre-development is \$25,000. Max. grant for development is \$50,000. Contact a participating community foundation for more information.

No. Tool Name

### 2 [Neighborhood Preservation Program](#)

Housing and revitalization in target neighborhoods prioritized by local government and approved by MSHDA.

Resource type	Expected Applicants	Expected Activity	Description
Grant	Nonprofit Small City	Beautification	These activities may be added to an application for housing development from MSHDA's Housing Resource Fund. Preceded by a pre-application & a site visit by MSHDA. A high level of collaboration with local gov't & other funders is expected.



# **Unnatural Collaborations**





**Mademoiselle  
Giselle the  
Papillion**

**Finnegan & Giselle**

**Finnegan the  
Squirrel**





**Owen the  
Hippo**

**Mzee the  
Turtle**



# The Cool Cities Coordinating Team





# Cool Cities Grants & Planning Programs

## 1. Neighborhoods in Progress



## 2. Main Streets



## 3. Blueprints for Downtown's



## 4. Blueprints for Neighborhoods





# 111 Cool Cities Neighborhoods Award Designations in 79 Cities

## Michigan Cool Cities Initiative 2005 Cool Cities Grants & Planning Programs



# Background

- T.I.D.E. adopted as economic growth model
- Talent
- Innovation
- Diversity
- Environment

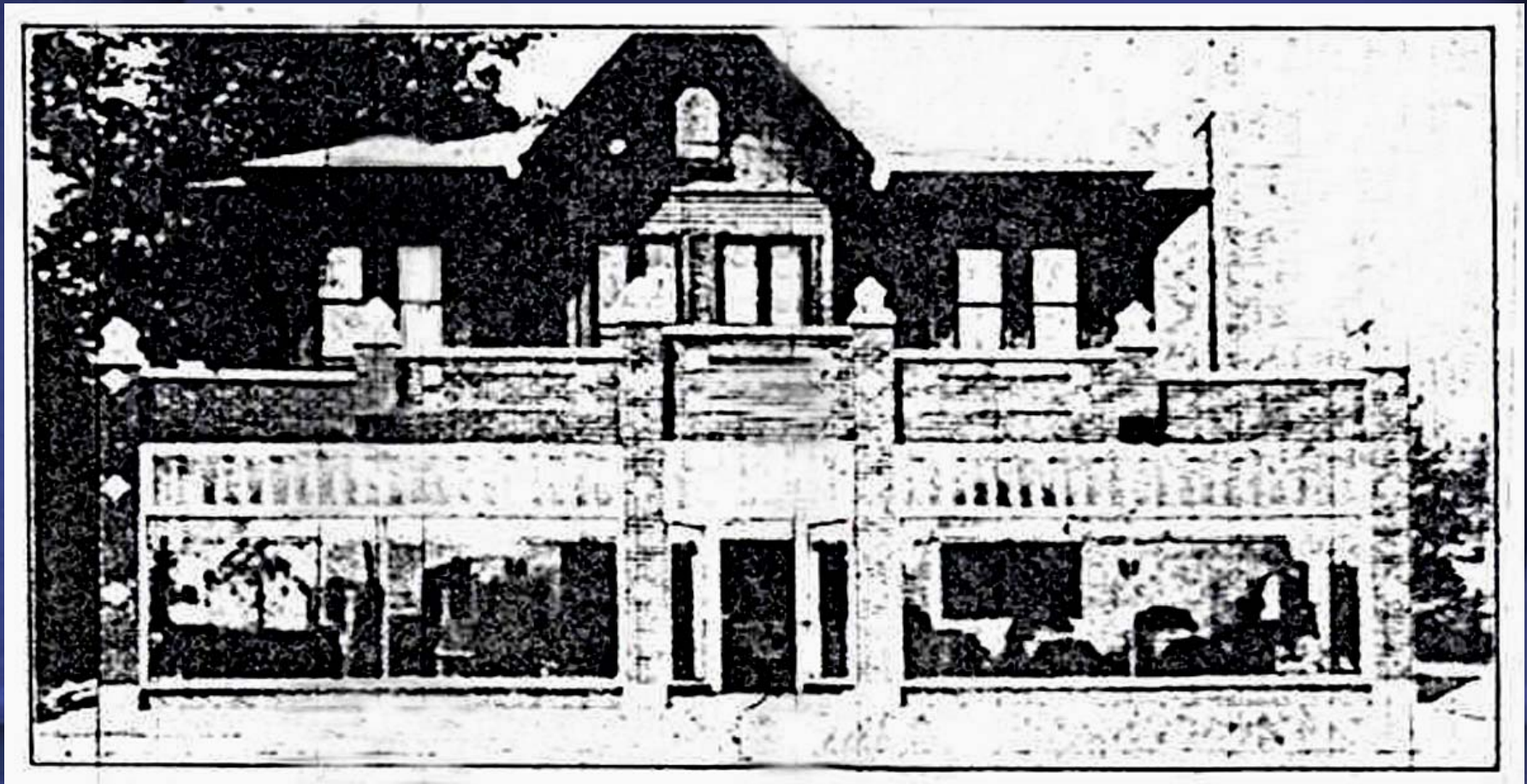
# Highlights - Successes

- Innovative
- Media buzz
- Model
- Collaborative
- Re-energizing
- Increased business
- More jobs
- Housing downtown



# Port Huron – Studio 1219

## Early 1900's





# Port Huron – Studio 1219

## 1970's



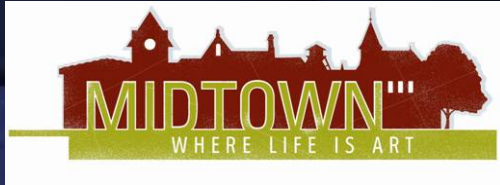
# Port Huron – Studio 1219

## August 2005





# Detroit – University Cultural Community Center



**Crystal Lofts – 3100 Woodward - BEFORE**

# Detroit – University Cultural Community Center



**Crystal Lofts – 3100 Woodward - CURRENT**



# Grand Rapids – East Hills



# Bazzani Headquarters – Grand Rapids



**Adaptive Reuse of a 1918 Warehouse  
Office and Residential Mixed-Use, LEED-NC Silver**



# Bazzani Headquarters – Grand Rapids





# Barber Prevented From Dispensing Beer

by Associated Press

Thursday March 13, 2008, 3:00 PM



Rex Larsen | Gazette News Service

Thomas Martin, owner of Jude's Barbershop in Grand Rapids has a mountain of beer on hand but can't offer a cold can to customer Dean Lee while he gets his hair cut by Melissa Dimick. Martin used to provide customers with a complimentary beer until local authorities determined he had to stop giving it away with

haircuts. "Gov. Granholm promotes her 'Cool Cities' initiative and I think it's pretty cool being able to have a beer while you get your hair cut," he said.



# Saugatuck – Center for the Arts



Lloyd J. Harris  
Pie Factory



# Saugatuck – Center for the Arts





# Saugatuck – Center for the Arts





# Saugatuck – Center for the Arts







Portland, Michigan

# Mayor Support

- Alpena
- Bay City
- Grand Rapids
- Holland
- Kalamazoo
- Lansing
- Flint
- Port Huron

*“It’s not about getting a check or a grant, far more important is what it causes to happen at the local level. Government, schools, businesses, citizens all coming together saying the health of our cities is important.”*

*– Mayor Albert H. McGeehan  
Holland*

*“Seems to me that Cool Cities is one of the most ambitious, best organised, most relevant and most cost-effective programmes that I know.”*

*- John Howkins, Author of “The Creative Economy”*

## ■ **National and International Attention**

*“As an international consultant on how cities and countries remain competitive in the 21st century, I believe that a key component to that competitiveness is visionary leadership such as Gov. Granholm’s Cool Cities Initiative...For economies such as Michigan that are facing post-industrial transitions, innovative programs that look towards the future, like Cool Cities, will prove to be invaluable to the State and to its people.”*

*- Charles Landry – Author “The Art of City Making”*

# Success!

- Key goal was to raise level of awareness of New Economy





# New Economy

**“Talent is the new currency – knowledge is inexhaustible!” – *Alvin Toffler***

- **High proportion of wages**
- **Education**
- **Big metros**
- **Place matters**

# Success!

**Overall, the findings show that the Cool Cities ideas and goals are shared by the general public...”**

**- *2008 Cool Cities Community Survey Report***

Michigan's ranking jumped from 34<sup>th</sup> to 19<sup>th</sup> in its overall transition away from a "smokestack chasing" economy to the New Economy

- 2007 State New Economy Index reports

*"Michigan is putting emphasis on the right things in a big way in order to transform our economy to better compete in the global marketplace."*

*- Governor Jennifer M. Granholm*



# **New Economy Growth Decomposition Study – Demographic Factors**

- **Counties with high % of young (24-35 year olds) are better positioned in attracting growth in population, jobs and income**
- **A 1% increase in young population leads to a 556 increase in additional population, \$84 increase in per capita income, and 537 additional jobs**

*Dr. Soji Adelaja, Director*

*Land Policy Institute, Michigan State University*

# **New Economy Growth Decomposition Study – Education (Human Capital) Factors**

- **Counties with high % of 4 year college education and above attract population and create better income**
- **A 1% increase in college graduates helps attract an additional 589 persons into a community and helps raise per capita income by \$37**

*Dr. Soji Adelaja, Director*

*Land Policy Institute, Michigan State University*

# **New Economy Growth Decomposition Study – Education (Human Capital) Factors**

- **Presence of colleges and universities matters for job creation. Such counties have much better jobs than other counties**
  - **For every additional college or university, the number of jobs increases by 30**
  - **For every additional patent, 61 new jobs are created**

*Dr. Soji Adelaja, Director*

*Land Policy Institute, Michigan State University*



# Young & Restless

Young well-educated workers are among the most mobile people in our nation, i.e., most likely to move across state lines. Their mobility makes them an important indicator of trends in workforce education and availability. Places with lots of well-educated young workers today are likely to have lots of well-educated workers in the years ahead.

Detroit is ranked 25<sup>th</sup> - % of metropolitan population that are 25-34 years old who have completed at least a four-year college degree

*City Vitals, Joseph Cortright, Impresa Consulting & CEOs for Cities 2006*

# Resources

- [www.coolcities.com](http://www.coolcities.com) (survey results, white paper, T.I.D.E., Resource Toolbox)
- [www.issuemediagroup.com](http://www.issuemediagroup.com)
- [www.gluespace.org](http://www.gluespace.org)
- [www.michiganfuture.org](http://www.michiganfuture.org)
- [www.landpolicy.msu.edu/sgrat](http://www.landpolicy.msu.edu/sgrat)



MICHIGAN

- What Is *Coolcities*?
- What's New
- What We've Heard
- Grants & Planing Programs
- What You Can Do
- Resources



## Welcome

Welcome to [www.CoolCities.com](http://www.CoolCities.com). - the portal to Michigan's Cool Cities Initiatives and the Cool Cities Movement.

Michigan cities of all sizes and the regions surrounding them are our future. To survive and thrive in the future, Michigan's cities must retain and attract more people including urban pioneers and young knowledge workers to its cities.

We want them to choose Michigan as the place they want to live, work and play by creating attractive, vibrant and diverse cities that anchor vital and prosperous regions throughout the Great Lakes State.

The **TIDE** is rising in Michigan. And, we don't just mean the water level on Michigan's thousands of miles of fresh water coastline. Cities and people

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welcome



[www.coolcities.com](http://www.coolcities.com)



# Issue Media Group



[www.issuemediagroup.com](http://www.issuemediagroup.com)

## GLUESPACE.ORG

Feed on  Posts  Comments

This blog is GLUE's temporary home on the web while our permanent site is under construction. We appreciate your patience while we grow!



### Youngstown Business Incubator News

May 20, 2008 by GLUE Guest

#### MEMORANDUM

**From:** Jim Cossler, Chief Evangelist, Youngstown Business Incubator

**To:** You

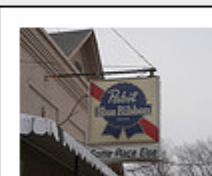


And we're open for business!

With former Governor Bob Taft as our honored guest, the new \$6 million Taft Technology Center was officially opened yesterday in Downtown Youngstown. Located adjacent to the Youngstown Business Incubator, the Center will house accelerated companies from the YBI program.

But, we discovered a problem. The Taft Center is already completely full.

#### GLUE ON FLICKR



[www.gluespace.org](http://www.gluespace.org)



# Michigan Future, Inc.

Michigan Future, Inc., is a non-partisan, non-profit organization. Michigan Future's mission is to be a source of new ideas on how Michigan's people, enterprises and communities can succeed in the Information Age. Its work is funded primarily by Michigan foundations.

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Its current work is focused on:

- launching a high school designed to connect students to good-paying careers in the automotive industry
- launching an employer-centered system for reducing chronic unemployment in Detroit
- developing an action plan for revitalizing Michigan's central cities
- developing a New Agenda for a New Michigan

**Click here to read,  
[A New Agenda for a New Michigan](#)**

**Read [Paul Hillegonds'](#) speech to the  
Holland Area Chamber of Commerce**

**Watch [Lou Glazer's Presentation](#) to the  
Math & Science Summit**

**Click here for our Podcasts!**

**\*\*Click Here\*\*  
Free Podcast!**

**[www.michiganfuture.org](http://www.michiganfuture.org)**





Community. Economy. Environment.



ABOUT SMART GROWTH  
READINESS ASSESSMENT

WHY TAKE THE SMART  
GROWTH READINESS  
ASSESSMENT?

RESOURCES

TEST YOURSELF ON  
SMART GROWTH

REGISTER TODAY



**"Smart Growth is development that serves  
the economy, community, and the  
environment."**

*Getting To Smart Growth: 100 Policies for Implementation, 2002 Smart Growth Network, page i*

## Welcome

Welcome to the Smart Growth Readiness Assessment Tool (SGRAT). It is brought to you by Michigan State University Citizen Planner, the Planning & Zoning Center at MSU and the MSU Land Policy Institute, with funding support from the W. K. Kellogg Foundation People and Land Program.

The **Smart Growth Readiness Assessment Tool** is an online scorecard and resource for Michigan communities.

**This tool is intended to help you:**

[www.landpolicy.msu.edu/sgrat](http://www.landpolicy.msu.edu/sgrat)

# Resources

- Innovation Philadelphia – Kelly Lee – [www.ipphila.com](http://www.ipphila.com)
- Knowledge Industry Partnership [www.kiponline.org](http://www.kiponline.org)
- Creative Tampa Bay – The Young & Restless Study [www.creativetampabay.com](http://www.creativetampabay.com)
- Positively Rockford – [www.rockfordil.com](http://www.rockfordil.com)
- Next Generation Consulting [www.nextgenerationconsulting.com](http://www.nextgenerationconsulting.com)
- Catalytix – Lou Musante - [musante@earthlink.net](mailto:musante@earthlink.net)
- Dr. Richard Florida [www.creativeclass.org](http://www.creativeclass.org)



**Office Space - Milton**



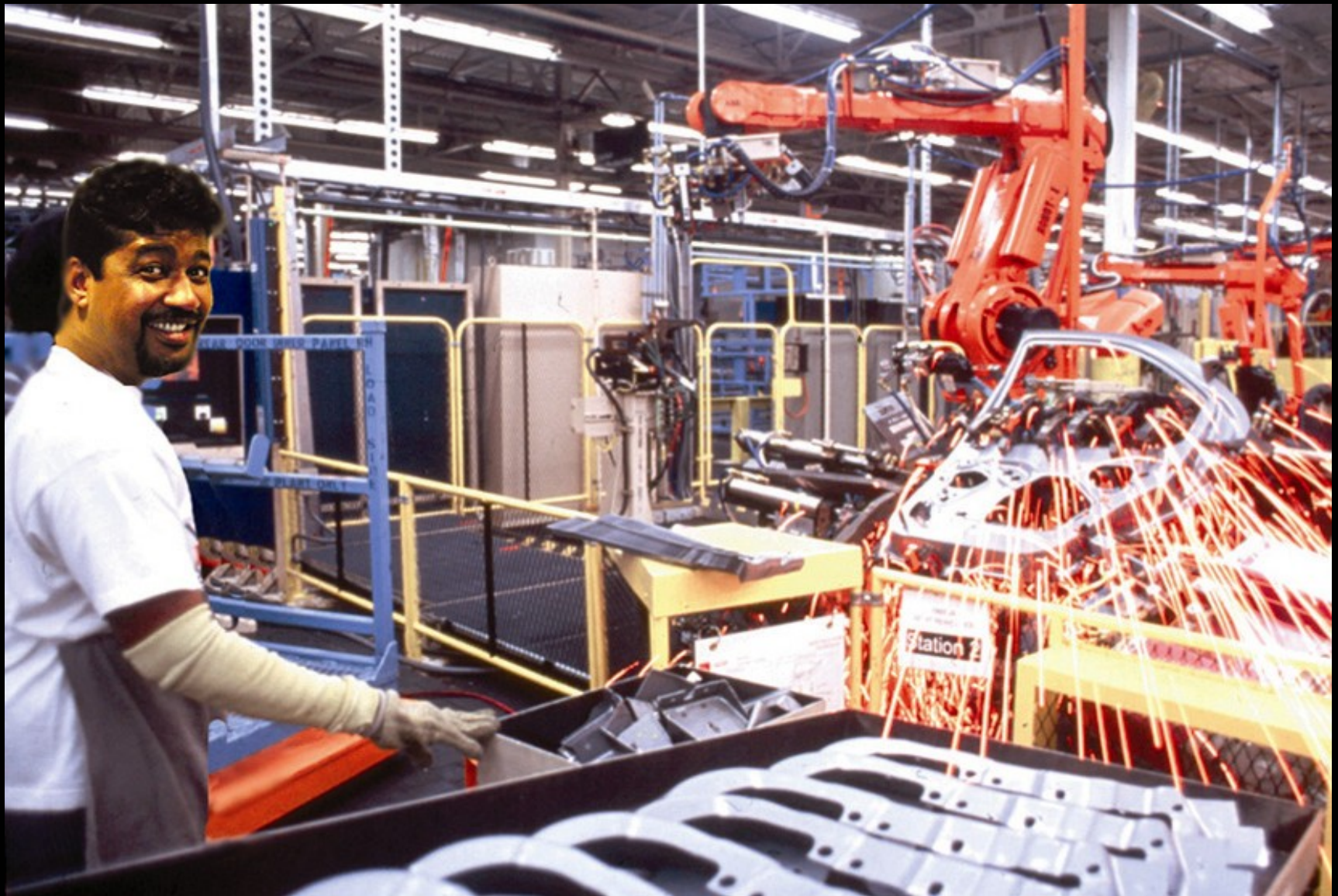


**Office Space - Karen**

**IMAGE...**

**Whether it's the Rust Belt image...**







**IMAGE...**

**Or the Dust Bowl image...**



**We say...**



**If We Are to  
Re-Image  
Michigan...**





**We Need to Re-Imagine Michigan!**

